

## Case Study: **yac**

Jana helped Yac change its channel to market from that of a traditional Telecommunications provider to a “Software as a Service Model” (SAAS).

**Objective:** Yac’s traditional communications business model was under threat. Revenue shares on premium number services, which were used to subsidise services we being cut, and new regulations placed them under threat altogether. The objective was to take the existing services, investigate new services and evaluate a new business model.

**Strategy:** Jana worked with Yac to devise a strategy that involved Yac evolving to a SAAS model in which the aim was to move the revenue model towards subscription revenues rather than Telecommunications Minutes revenue share.

**Results:** Through the re-packaging of products, website redesign, use of SEO campaigns, affiliate marketing and cross-sell/upsell campaigns Yac increased subscription revenues by 2.5 in a first half period. Customer acquisitions increased by 7 per month and the total registered user base increased by x 3.



**Jana** Technology Services provide outsourced sales, consultancy and marketing services for Technology companies in the UK.

We have particular expertise in helping companies outside of the UK and Europe to penetrate the region.

